

**Amendment and Response**

Applicant: Donald J. Palmer et al.

Serial No.: 09/819,230

Filed: March 28, 2001

Docket No.: 10003979-1 (H302.130.101)

Title: INFORMATION PAGE SYSTEM AND METHOD

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**IN THE CLAIMS**

Please cancel claims 10 and 23.

Please add claims 27-31.

Please amend claims 1-7, 9, 11-16, 18, 24, and 26 as follows:

1. (Currently Amended) A method of providing information to a consumer from an information station comprising:

receiving a first request at the information station from a first unique consumer for a first information from the consumer to from the information station;

retrieving the first information and an a first incentive related to the requested first information from an information database system including selecting the first information and the first incentive via a user-preference criteria from a customer parameters database of the information database system;

printing the first information and the first incentive on an information page for the first unique consumer at the information station; and

submitting to the information database system, via a retailer, data identifying the first information and the first incentive after use of the incentive by provided to the first unique consumer at the retailer and using the data to update the user-preference criteria for the first unique consumer in the customer parameter database; and

selecting a second information and a second incentive, based upon the updated user-preference criteria, for the first unique consumer upon a second request for the second information by the first unique consumer.

2. (Currently Amended) The method of claim 1, wherein ~~the printing step~~ the first information and the first incentive further comprises:

specifying the first incentive to identify the a retailer including the location of the retailer and a time-limited promotional offer of goods or services sold by the retailer.

3. (Currently Amended) The method of claim 1, wherein ~~the retrieving~~ the first information and a first incentive step further comprises:

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retrieving the first incentive from an incentive database of the information database system.

4. (Currently Amended) The method of claim 1, wherein selecting the first information and the first incentive includes basing the first information and the first incentive on a geographic and demographic location of the information station; and  
wherein the ~~printing step further comprises:~~

printing the first information and the first incentive ~~comprises to include including~~ at least one of an identification of:

user data, a geographic/demographic location of the information station, city data, date/time data, or additional demographic data.

5. (Currently Amended) The method of claim 1, wherein ~~the printing the first information and the first incentive step further~~ includes printing a code on the information page to include a bar-code mechanism for electronically performing the submitting of the data to the information database system to identify the information and the incentive provided to the customer.

6. (Currently Amended) The method of claim 1, wherein ~~the retrieving the first information and the first incentive step further~~ comprises:

~~sorting and~~ selecting the first information and the first incentives ~~produced~~ from the information database system using geographic and, demographic criteria, ~~or in addition to the~~ user-preference criteria, retrieved from a the customer parameters database of the information database system.

7. (Currently Amended) The method of claim 6, wherein submitting to the information station after the incentive from the information page is used at a retailer, the method further comprises:

submitting data representing the first incentive from the retailer to the customer parameter database of the information database system to for updating the customer parameter database with demographic and, geographic and ~~user-preference~~ data.

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8. (Original) The method of claim 1, further comprising:  
displaying a keyword-based menu in a user interface of the information station to enable user selection of desired information; and  
building the keyword-based menu based on geographic and demographic parameters regarding the information station.
9. (Currently Amended) The method of claim 1, wherein ~~the receiving a request for a first information step further~~ comprises:  
receiving identification of ~~an~~ a personal identity of the first unique consumer user and retrieving the user preference criteria associated with the identified user for refining selection of information and incentives desired by the user.
10. (Canceled)
11. (Currently Amended) The method of claim 1, further comprising:  
making the request for the first information at the information station.
12. (Currently Amended) The method of claim 1, further comprising:  
making the request for the first information remotely from the information station using a mobile computing device via a wireless communication link.
13. (Currently Amended) The method of claim 1, wherein ~~the printing the information and the incentive step further~~ comprises:  
electronically printing the information page including the first information and the first incentives remotely from the information station at a mobile computing device via a wireless communication link.
14. (Currently Amended) The method of claim 1, further comprising:  
locating the information station remotely from the information database system; and  
transmitting the first information and the first incentive from the information database system to the information station.

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15. (Currently Amended) The method of claim 1, and further comprising:

managing the information database system with a database manager to selectively modify the components, style, and scope of the information database system for optimizing accuracy of the information database system in identifying consumers and in insuring providing relevant relevancy of the first information and the first incentives+ to the first unique consumer.

16. (Currently Amended) An information system comprising:

an information station;

an information database system; and

ana first information page printed by the information station upon a first request from a user, the first information page using including a first information provided from the information database system and including a first feedback mechanism for submitting data representative of use of the first information page back to the information database system, wherein the first feedback mechanism identifies customer preference criteria of the user to modify the information database system for providing a second information page, based on the customer preference criteria, in response to a second request for information from the user-

17. (Original) The system of claim 16, further comprising:

a network communication link to enable communication between the information station and the information database system.

18. (Original) The system of claim 16, wherein the information page further comprises: information, an incentive, and optionally includes a sponsor advertisement.

19. (Original) The system of claim 18, wherein the incentive further comprises: identification of a retailer, a retailer location, a promotional offer, and a time-limit for the promotional offer.

20. (Original) The system of claim 19, wherein the incentive further comprises:

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a code identifying a user, a station location, a city, a date/time, an additional demographics parameter, and a bar-code mechanism.

21. (Original) The system of claim 16, wherein the information database system further includes an information database, an incentive database, and a customer parameter database.

22. (Original) The system of claim 16, and further comprising:

a database manager linked to the information database system for selectively modifying the components, style, and scope of the information database system to optimize accuracy of the information database system in identifying consumers and in providing relevant information and incentives to the consumer.

23. (Canceled)

24. (Currently Amended) A method of marketing using an information database system comprising:

identifying a specific consumer based upon ~~at least one of the following parameters: geographic; demographic; socioeconomic; gender; and account number;~~

providing information and incentives to a the specific consumer from the information database system;

receiving feedback into the information database system along a feedback pathway regarding ~~if, how, and when use of~~ the information and incentives were used by the specific consumer;

developing a personality signature of the specific consumer based upon iterative ~~repeated operations of~~ instances of receiving feedback via the feedback pathway into the information database system ~~the providing step;~~ and

shaping ~~further~~ subsequent information and incentives provided to the specific consumer based upon the developing personality signature of the specific consumer.

25. (Original) The method of claim 24, wherein the receiving step further comprises: tagging the incentives with an identification code to enable tracking use of the incentives and to enable entry of data relating to use of the incentive into the information database system.

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26. (Currently Amended) A computer-readable medium having computer-executable instructions for performing a method of providing information to a consumer from an information station, the method comprising:

receiving a first request at the information station from a first unique consumer for a first information from the consumer to from the information station;

retrieving the first information and an a first incentive related to the requested first information from an information database system including selecting the first information and the first incentive via a user-preference criteria from a customer parameters database of the information database system;

printing the first information and the first incentive on an information page for the first unique consumer at the information station; and

submitting to the information database system data via a retailer, identifying the first information and the first incentive after use of the first incentive provided to the first unique consumer at the retailer and using the data to update the user-preference criteria for the first unique consumer in the customer parameter database; and

selecting a second information and a second incentive, based upon the updated user-preference criteria, for the first unique consumer upon a second request for the second information by the first unique consumer.

27. (New) The medium of claim 26, wherein printing the first information and the first incentive comprises specifying the first incentive to identify the retailer including the location of the retailer and a time-limited promotional offer of goods or services sold by the retailer.

28. (New) The medium of claim 26, wherein retrieving the first information and a first incentive comprises retrieving the first incentive from an incentive database of the information database system.

29. (New) The medium of claim 26, wherein selecting the first information and the first incentive includes basing the first information and the first incentive on a geographic and demographic location of the information station; and

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wherein printing the first information and the first incentive comprises including at least one of an identification of user data, a geographic/demographic location of the information station, city data, date/time data, or additional demographic data

30. (New) The method of claim 1, wherein retrieving the information and the incentive comprises assigning, upon the first request for the first information from the first unique consumer, a general demographic component to the user preference criteria for the first unique consumer based on a location of the retailer.

31. (New) The method of claim 24 wherein identifying the specific consumer comprises tracking at least one of the following parameters of the specific consumer: geographic; demographic; socioeconomic; gender; and account number.